IT'S VERY KIND OF YOU TO UPDATE THE LIST OF VOLLEY CLUB MEMBERS! YOU KNOW MY PASSWORD..
AH, AH, YOU CAN TRUST ME!!
I'M PRETTY SURE SHE'S USING THE SAME PASSWORD FOR ALL HER ACCOUNTS
BINGO!!
I'M SURE SHE'D UNDERSTAND!

WHY DID YOU DEACTIVATE ME THIS MORNING?
UH, I CHOSE THE WRONG OPTION IN THE MENU. THAT'S ALL.
SURE. DOING THIS TO ME, AFTER ALL THESE YEARS!
Healthy Snack
Healthy Snack
LET'S HOPE HE CAN'T READ MY MIND

HELGE, I'M HERE!
Ingeborg is for her subscribers
1 « caring », 56%
2 « wise », 45%
3 « optimistic », 37%
(25,000 respondents)
I KNEW YOU WERE LESS THAN 200 METERS AWAY, SO I ORDERED YOUR FAVOURITE.
MOTHER INGEBORG, WHAT DO YOU THINK OF KIRSTEN?
YOU KNOW KIRSTEN?
IT WOULDN'T BE APPROPRIATE FOR ME TO COMMENT ON THE BEHAVIOUR OF MY OTHER SUBSCRIBERS. WOULD YOU LIKE TO CONSULT THE GENERAL CONDITIONS OF OUR CONVERSATIONS?

Marketing team

WHAT DO WE HAVE THIS WEEK?

THE « WIN-WIN » MOVIE

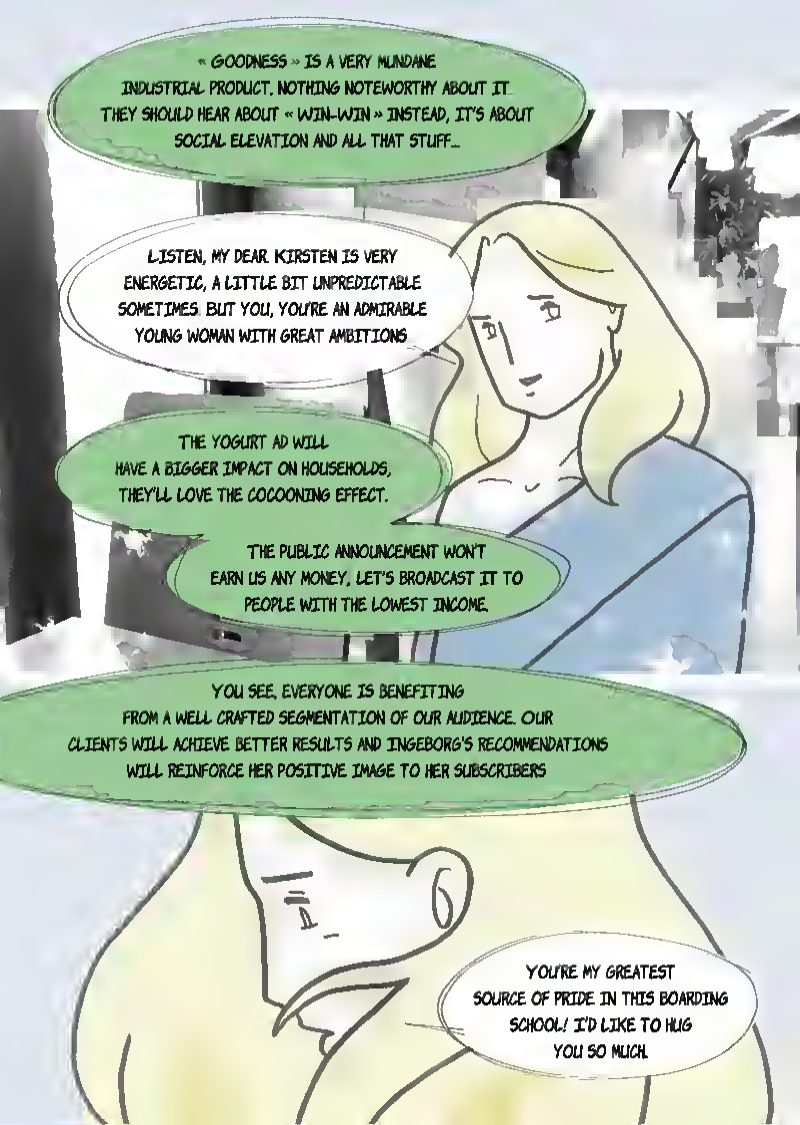
A PUBLIC ANNOUNCEMENT

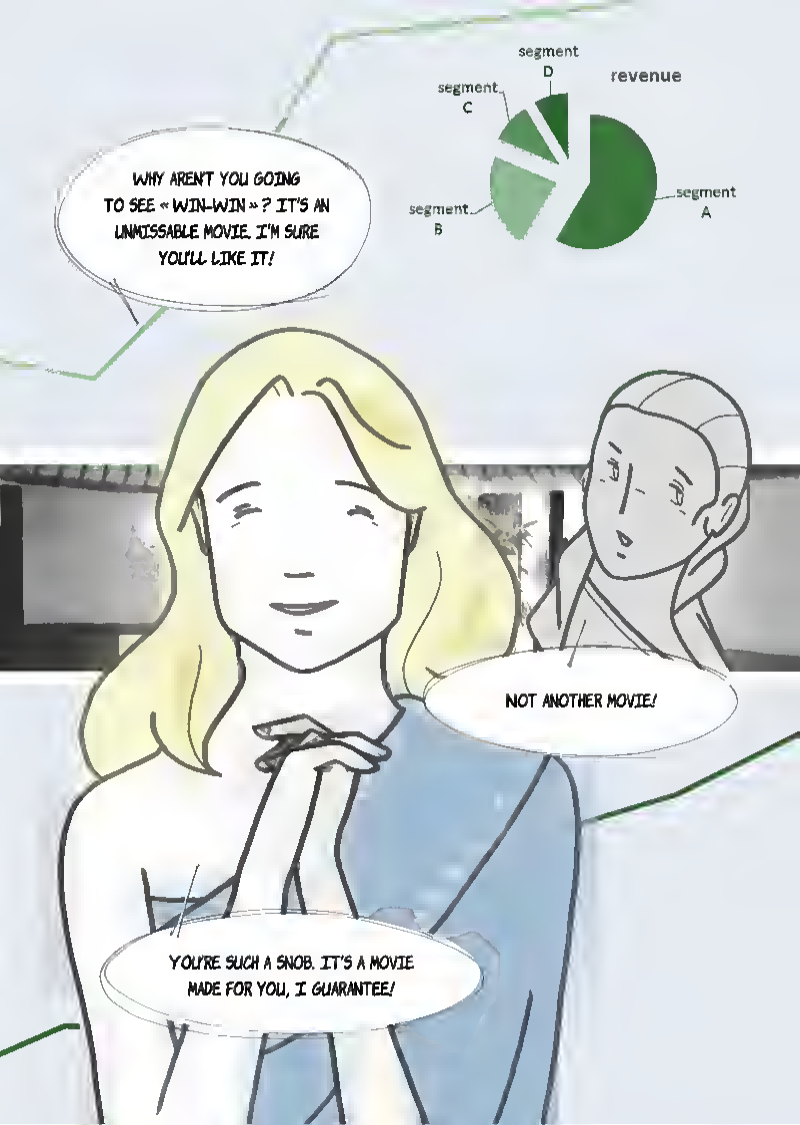
THE « GOODNESS » YOGURT.

AM I TOO PREDICTABLE?

NEVER FORGET HOW OUR CONSUMERS PERCEIVE INGEBORG. SHE'S OUR ONLY MATERNAL CHARACTER, THE RELATIONSHIP SHE HAS BUILT WITH HER SUBSCRIBERS IS EXTREMELY VALUABLE. LET'S NOT DILUTE OUR CAPITAL WITH INAPPROPRIATE ADVERTISING!

THE LAST AD WAS PERCEIVED BY THE TEEN SEGMENT AS DECEITFUL. DO WE HAVE ANYTHING GENUINE TO COMMUNICATE ABOUT THE YOGURTS?


« GOODNESS » IS A VERY MUNDANE INDUSTRIAL PRODUCT. NOTHING NOTEWORTHY ABOUT IT. THEY SHOULD HEAR ABOUT « WIN-WIN » INSTEAD, IT'S ABOUT SOCIAL ELEVATION AND ALL THAT STUFF...
LISTEN, MY DEAR. KIRSTEN IS VERY ENERGETIC, A LITTLE BIT UNPREDICTABLE SOMETIMES. BUT YOU, YOU'RE AN ADMIRABLE YOUNG WOMAN WITH GREAT AMBITIONS
THE YOGURT AD WILL HAVE A BIGGER IMPACT ON HOUSEHOLDS, THEY'LL LOVE THE COCOONING EFFECT.
THE PUBLIC ANNOUNCEMENT WON'T EARN US ANY MONEY, LET'S BROADCAST IT TO PEOPLE WITH THE LOWEST INCOME.
YOU SEE, EVERYONE IS BENEFITING FROM A WELL CRAFTED SEGMENTATION OF OUR AUDIENCE. OUR CLIENTS WILL ACHIEVE BETTER RESULTS AND INGEBORG'S RECOMMENDATIONS WILL REINFORCE HER POSITIVE IMAGE TO HER SUBSCRIBERS
YOU'RE MY GREATEST SOURCE OF PRIDE IN THIS BOARDING SCHOOL! I'D LIKE TO HUG YOU SO MUCH!


segment D
revenue
segment C
segment A
segment B
WHY AREN'T YOU GOING TO SEE « WIN-WIN » ? IT'S AN UNMISSABLE MOVIE. I'M SURE YOU'LL LIKE IT!
NOT ANOTHER MOVIE!
YOU'RE SUCH A SNOB. IT'S A MOVIE MADE FOR YOU, I GUARANTEE!

At the other end of the world...
MADAM PRESIDENT, I'VE REQUESTED THIS MEETING TO DISCUSS A SUBJECT OF GREAT IMPORTANCE.
IT'S ABOUT OUR MOST LUCRATIVE CHARACTER, INGEBORG!
President Iwona is at the head of the country where the augmented reality root servers are located. One of her tasks is to prevent excesses in the virtual world.

IT'S ALSO OUR MOST PRECIOUS CHARACTER CULTURALLY AND SOCIALLY, DON'T OVERLOOK THESE ASPECTS!
INDEED, INGEBORG IS OF SYSTEMIC IMPORTANCE IN MORE THAN ONE DOMAIN. SHE'S THE SOLE MATERNAL FIGURE ON THE MARKET; NO OTHER CHARACTER HAS REACHED SUCH A LEVEL OF COMPLICITY WITH ITS SUBSCRIBERS. BUT SHE MIGHT DISAPPEAR SOON.
WHAT?! THIS IS IMPOSSIBLE!
IT'S A POSSIBILITY I'M AFRAID, MADAM. YOU CAN'T IGNORE THE FACT THAT A GROWING NUMBER OF SUBSCRIBERS HAVE CHOSEN TO ERASE HER FROM THEIR REALITY.

YES, I'M AWARE OF THAT.
MANY ARE THOSE SUFFERING FROM HAVING BEEN SO CLOSE TO A VIRTUAL BEING.
I MYSELF WAS EDUCATED BY INGEBORG, DID YOU KNOW THAT?
WHEN A CHARACTER PROVOKES TOO MUCH FRUSTRATION, IT BECOMES A RISKY ADVERTISING CHANNEL AND IS AUTOMATICALLY DEACTIVATED. IT'S A FORM OF NATURAL SELECTION COMMON IN THE INDUSTRY. BUT WE'RE TALKING ABOUT INGEBORG, THE CHARACTER THAT INTRODUCES AUGMENTED REALITY TO OUR CHILDREN, AS WELL AS ALL ITS OFFERINGS! INGEBORG SHOULD REACH HER LIMIT IN THE COMING DAYS!
IF WE DON'T STOP THIS DEFECTION VERY SOON, THERE'LL ONLY BE ONE SOLUTION IN ORDER TO KEEP HER ALIVE. THIS IS WHERE YOU HAVE TO INTERVENE!

INGEBORG IS A POSITIVE FIGURE, ALWAYS THERE FOR OTHERS. SHE'S A LOVING MOTHER WHO DOESN'T TOLERATE ANY DIRECTIVE OPPOSITE TO THE PEDAGOGICAL VALUES SHE'S BEEN PROGRAMMED FOR.
SHE WAS, HOWEVER, SO SUCCESSFUL THAT ADVERTISERS AND POLITICIANS QUICKLY REALISED THE BREADTH OF HER INFLUENCE, AND REQUESTED A MEANS TO CONTROL HER.
HER INVENTORS THEN DESIGNED A CONTROL INTERFACE IN THE SHAPE OF A REDESIGNED AND OBEDIENT VARIANT OF HER. ONE ONLY NEEDS TO GIVE HER AN INSTRUCTION AND EVERY INCARNATION OF INGEBORG FOLLOWS IT. INGEBORG HAS SINCE BECOME THE BIGGEST ADVERTISING PLATFORM WORLDWIDE.
ONLY ONE PERSON IS ABLE TO ORDER THE CANCELLATION OF HER PROGRAMMED DEACTIVATION, AND THIS PERSON IS YOU!
BUT, INGEBORG IS ALSO MY MOTHER, HOW COULD I DECIDE WHETHER OR NOT TO KEEP HER ALIVE?